

ABSTRACT

Apparatus (58), and an associated method, for facilitating delivery of network-specific dialing codes to a mobile node (12). Broadcasts of the network-specific dialing codes are scheduled by a broadcast scheduler 64 embodied at a cell broadcast center (38). Signals containing the codes are broadcast and detected by the mobile node (12), thereby

5 to download the values to the mobile node. And, the downloaded dialing codes are indexed (88) together with the dialing codes normally used by the mobile node (12) to call the corresponding service centers (44). Subsequently, when a call is placed to a service center, the dialing codes are transposed (94), if necessary, to permit the call to a designated service center (44) to be completed.